

Abstract

- Title:** Athlete's marketing communication through social networks
- Objectives:** The aim of the Diploma thesis was to determine, how fans perceive to athlete's communication through social networks. The next aim was different way of communication – athlete's communication with their fans via athlete's official profiles on social networks. The official profiles of chosen top Czech athletes were analysing as an aim too.
- Methods:** According to the topic, the Diploma thesis is based on theoretical knowledge. A survey questionnaire as a method of marketing research was applied to determine perception athlete's communication through social networks and awareness about the www.tenisovysvet.cz website. In-depth interview as a method of marketing research was applied to determine how chosen athlete's communicate themselves through the social networks with their fans. Monitoring research was applied to analyse social networks of top Czech athletes.
- Results:** Popularity of Facebook and increasing interest of Instagram was verified by the research. Personalized types of posts are the most interesting for respondents, partnerships post not quite. Awareness about www.tenisovysvet.cz website is on a high level, but the advertising frame and his perception have to be improved. Athlete's social networks monitoring compares athletes and their numbers in terms of the popularity, popularity of sport, size of fan base, etc. Every athlete in the monitoring is a number one in some specific part of the research. In-depth interviews have provided the detailed and different view of athlete's communication in terms of the stage of their career, achievements, results, etc. Show the view of talented athlete with potential of future achievements. Skiers, with the Olympic Games Medal and achievements in the Alpine Skiing World Cup and Czech Davis Cup Team, whose communication is totally different from the communication of individual athlete.
- Keywords:** athlete's marketing communication, marketing research, social networks, sponsorship, in-depth interview, social networks monitoring, Czech Davis Cup Team, Barbora Procházková, skier